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INFO RUEHZL/EUROPEAN POLITICAL COLLECTIVE

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DEPARTMENT FOR G/TIP, G, INL, DRL, IWI, EUR/PGI

E.O. 12958: N/A

TAGS: [ASEC](#) [ELAB](#) [KCRM](#) [KWMN](#) [PHUM](#) [PREL](#) [SMIG](#) [HR](#) [TRAFFICKING](#)

SUBJECT: SUMMARY INFORMATION (CROATIA) FOR TRAFFICKING IN PERSONS  
SOLICITATION FOR G/TIP-MANAGED FY 2008 ESF AND INCLE FUNDS

REF: State 161293

¶1. Embassy Zagreb has received one proposal for funding from FY 2008 INCLE and ESF appropriations. Per instruction in REFTEL the full proposal will be forwarded via separate email. Post believes the submitted proposal will help Croatia move towards Tier One status by addressing one of the three key components of Croatia's TIP Action Plan: the implementation of a demand reduction campaign.

¶2. A. Name of the applicant: Open Media Group

¶B. Requested funding amount: \$129,759

The Government of Croatia Office for Human Rights is willing to cost-share in funding this project if the full amount of the grant cannot be approved. The GOC's letter of intent will be submitted with the grant application.

¶C. Project Title: Recognize Victims - Save Lives

¶D. Project duration: One Year

¶E. Proposal Abstract:

The project "DETECT VICTIMS - SAVE LIVES" targets the men that use the services of prostitutes with the goal of detecting and saving victims of trafficking. The project explores new ways of finding victims of trafficking and recruiting new allies, where the legislative framework, law enforcement and the civil society cannot reach. The project will be implemented in co-operation with the Government of Croatia Office for Human Rights, which will co-finance the project and provide other support. The project will last 12 months.

The project objectives are:

- raising awareness among clients of prostitution that trafficking exists and that certain numbers of women and girls in prostitution are trafficked;
- showing the signs of trafficking that the clients can recognize;
- raising compassion of the clients with the victims of trafficking by showing the miserable conditions they live in;
- encouraging the clients of prostitutes to report their suspicions regarding trafficking by calling an anonymous hotline.

The first three objectives will be achieved through a media campaign - TV clips broadcasted on television and strategically placed billboards by the roads. The fourth objective will be achieved through providing the advertisements of an anonymous hotline number where the men can report their suspicions. The success of the campaign will be measured with number of calls to the hotline during the campaign and by the visibility and recognition of the campaign based on the feedback of the viewers that will be explored by a research agency.

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